

A printing apparatus for forming a color image by applying different color inks to a printing material while bi-directionally moving the recording head to scan the recording material, the apparatus includes changing means for changing an order of applications of the inks of different colors to be applied at least at one amount for printing a secondary color to a secondary color pixel area; and forming means for forming the secondary color while making the order of applications of the inks to at least one of a plurality of the secondary color pixel areas arranged along a predetermined direction different from the order of another, by the changing means.

15 means.

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